

2010 Health and Humanitarian Logistics Conference

Center for Health and Humanitarian Logistics
Supply Chain and Logistics Institute

Georgia Institute of Technology



**American
Red Cross**

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Disaster Services

**Better Position Supply Chain
Technology with
Non-government Organizations
Engaged in Disaster Relief**

Themes

- **Supply chain technology is important**
- **Need to understand:**
 - **Disaster environment**
 - **Nature of non-government organizations**



Disaster is a Collective Noun

- **E.L. Quarantelli**
- **Low frequency, high consequence events**
- **Man made vs. natural events**
- **Acute vs. developing events**



Disaster Spectrum

- **Emergencies**
- **Disasters**
- **Complex disasters**
- **Catastrophic events**



Domestic vs. Foreign Disasters

Domestic

- **Structured**
- **Defined roles**
- **Laws, plans and agreements**

Foreign

- **Less structured**
- **Dependent on donor participation**

Trends

- **Larger events**
- **Global urbanization**
- **Reliance on technology**
- **Media**
- **Rising expectations**
- **Just in time economy**



Of Critical Importance

- **Planning**
- **Preparedness**
- **Relationship building**

Internal

External



The NGO Community

- Growing in number
- Value based
- Executing the mission
- Performance metrics

Time to scale

Cost

Reliability



The NGO Community (Cont'd)

- **Donor development and management**
- **The structure, preparedness and performance tensions**
- **Constituents**
- **Operational demands vs. strategic planning**
- **Culture**
- **Relationship with private and government sectors**



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Conclusion